



Adam Miller <adam.miller@lacity.org>

GARCETTI Part 2 Riding on the Float for TOURISM and the Hollywood Sign

3 messages

Linda [redacted] Fri, Jan 1, 2016 at 6:11 PM
 To: Linda: [redacted], Michael Shull <michael.a.shull@lacity.org>, Joe Salaices <joe.salaices@lacity.org>, Kevin Regan <kevin.regan@lacity.org>, Beatrice Girmala @lapd.laity.org, PETER ZARCONE <peter.zarcone@lapd.lacity.org>, Aram Sahakian <aram.sahakian@lacity.org>, Joseph Castro <joseph.castro@lacity.org>, TRACY FIELDS <33844@lapd.lacity.org>, Adam Miller <adam.miller@lacity.org>, Daniel Park <daniel.park@lacity.org>, rap.commissioners@lacity.org, John Vidovich <john.vidovich@lacity.org>, Albert Torres <albert.torres@lacity.org>, Jacquelyn Lawson <jacquelyn.lawson@lacity.org>, mayor@lacity.org, Tracy James <tracy.james@lacity.org>, Christine [redacted], Crosby [redacted], "Christine Kent@arcadiabio.com" <christine.kent@arcadiabio.com>, Tara [redacted], Khaled [redacted], Heather [redacted], T [redacted], Guv [redacted], [redacted], [redacted], [redacted], Kcaj [redacted], Jeanne [redacted], George [redacted], Denise [redacted], [redacted], "Laura@lauradavisproductions.com" <laura@lauradavisproductions.com>, [redacted], Philippe [redacted], [redacted], [redacted], [redacted], [redacted], Diana [redacted], TJ [redacted], greg [redacted], [redacted], Rose [redacted], [redacted], Rio [redacted], [redacted], 40816@lapd.lacity.org, 40323@lapd.lacity.org

City of Los Angeles Presents "Discover Los Angeles" Float in 127th Rose Parade®

December 17, 2015

Updated on December 17, 2015



City's Float is Event's Longest Consecutive Entry at 118 Years, Brings to Life L.A.'s Wide Array of Activities and Iconic Attractions

LOS ANGELES (Dec. 16, 2015) – Los Angeles, one of the world's premier travel destinations, will be reimagined in a vibrant, floral-studded float showcasing the dynamic city in the 127th Rose Parade® presented by Honda on Jan. 1, 2016. The float marks L.A.'s 118th consecutive year collaborating with Pasadena Tournament of Roses Association, making it the longest running float entry in the event's history.

Created by the Los Angeles Tourism & Convention Board (L.A. Tourism), the float's "Discover Los Angeles" theme takes inspiration from the 2016 Rose Parade theme entitled "Find Your Adventure." Quintessential L.A. adventures and experiences that visitors to the destination can discover are represented throughout the float.

"The 'Discover Los Angeles' float offers a compelling visual of L.A.'s diverse variety of iconic landmarks and activities, from our endless entertainment options to 'only-in-L.A.' experiences that truly offer something for everyone," said Don Skeoch, Chief Marketing Officer of L.A. Tourism. "More than 44 million visitors last year discovered Los Angeles – the perfect destination to find your next adventure and create treasured memories."

Designed by the renowned Phoenix Decorating Company, the float will be comprised of more than 40,000 roses, mums, and carnations as well as natural materials such as seeds, rice and moss. A 24-foot-tall bright yellow sun with cool shades will overlook the scene, symbolizing L.A.'s year-round near perfect weather. Hollywood's glitz and glam will be brought to life with depictions of the golden stars that line the Hollywood Walk of Fame, TCL Chinese Theatre, world-famous Hollywood sign and a roving camera crane. Surfers, bicyclists and Venice Beach's weightlifters will illustrate L.A.'s diverse recreational activities, while L.A. LIVE, Olvera Street, Hollywood Bowl, Griffith Observatory and the Capitol Records Building showcase the city's must-see attractions. LAX Airport, the west coast's preeminent gateway, and signature palm trees will round out the lively scene.

No tax dollars were used in the creation or production of the City of Los Angeles float.

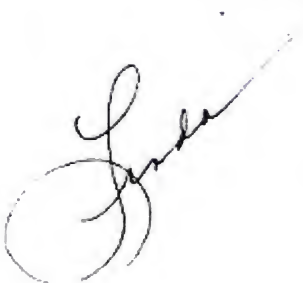
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Media Contacts:

Jamie
Vice President, Global Communications

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Manager, Corporate Communications



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Heather

Reply-To: Heather

Fri, Jan 1, 2016 at 6:20 PM

To: Linda Doe <linda.doe@lindadoe.com>, Michael Shull <michael.a.shull@lacity.org>, Joe Salaices <joe.salaices@lacity.org>, Kevin Regan <kevin.regan@lacity.org>, "Beatrice.Girmala@lapd.laity.org" <Beatrice.Girmala@lapd.laity.org>, PETER ZARCONE <peter.zarcone@lapd.lacity.org>, Aram Sahakian <aram.sahakian@lacity.org>, Joseph Castro <joseph.castro@lacity.org>, TRACY FIELDS <33844@lapd.lacity.org>, Adam Miller <adam.miller@lacity.org>, Daniel Park <daniel.park@lacity.org>, "rap.commissioners@lacity.org" <rap.commissioners@lacity.org>, John Vidovich <john.vidovich@lacity.org>, Albert Torres <albert.torres@lacity.org>, Jacquelyn Lawson <jacquelyn.lawson@lacity.org>, "mayor@lacity.org" <mayor@lacity.org>, Tracy James <tracy.james@lacity.org>, Christine <christine.kent@aradiabio.com>, Crosby <tony@fishconsulting.com>, "michael@lamills.net" <michael@lamills.net>, "andrew@lamills.net" <andrew@lamills.net>, "simonemelisa@hotmail.com" <simonemelisa@hotmail.com>, "jmcclark623@gmail.com" <jmcclark623@gmail.com>, "laura@lauradavisproductions.com" <laura@lauradavisproductions.com>, "clarkarts@aol.com" <clarkarts@aol.com>, "mannerboard36@yahoo.com" <mannerboard36@yahoo.com>, "greggaulw@aol.com" <greggaulw@aol.com>, "skierdon@aol.com" <skierdon@aol.com>, "no.phor@sagon-phlor.com" <no.phor@sagon-phlor.com>, "40816@lapd.lacity.org" <40816@lapd.lacity.org>, "40323@lapd.lacity.org" <40323@lapd.lacity.org>

This website needs to be updated IMMEDIATELY.

They list the physical address for the Hollywood sign as a fictitious number which happens to be RIGHT NEXT TO MY HOUSE:

<http://www.discoverlosangeles.com/search/site/hollywood%20sign>

THIS IS INSANE!!! Mulholland Highway is a TINY, 6-HOUSE, DEAD END STREET!!!

From: Lind

To: Lind

Michael Shull <michael.a.shull@lacity.org>; Joe Salaices

<joe.salaices@lacity.org>; Kevin Regan <kevin.regan@lacity.org>; Beatrice.Girmala@lapd.laity.org; PETER ZARCONE <peter.zarcone@lapd.lacity.org>; Aram Sahakian <aram.sahakian@lacity.org>; Joseph Castro <joseph.castro@lacity.org>; TRACY FIELDS <33844@lapd.lacity.org>; Adam Miller <adam.miller@lacity.org>; Daniel Park <daniel.park@lacity.org>; rap.commissioners@lacity.org; John Vidovich <john.vidovich@lacity.org>; Albert Torres <albert.torres@lacity.org>; Jacquelyn Lawson <jacquelyn.lawson@lacity.org>; mayor@lacity.org; Tracy James <tracy.james@lacity.org>; Christine

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 <[redacted]@[redacted]>; [redacted] Hamza <[redacted]@[redacted]>; T
 <[redacted]@[redacted]>; [redacted]@[redacted]; [redacted]@[redacted];
 <[redacted]@[redacted]>; [redacted]@[redacted]; [redacted]@[redacted];
 <[redacted]@[redacted]>; [redacted]@[redacted]; [redacted]@[redacted];
 "Diana" <[redacted]@[redacted]>; "Diana" <[redacted]@[redacted]>; Diana
 <[redacted]@[redacted]>; [redacted]@[redacted]; [redacted]@[redacted];
 [redacted]@[redacted]; [redacted]@[redacted]; 40816@lapd.lacity.org;

40323@lapd.lacity.org

Sent: Friday, January 1, 2016 6:11 PM

Subject: GARCETTI Part 2 Riding on the Float for TOURISM and the Hollywood Sign

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Rio

Fri, Jan 1, 2016 at 7:12 PM

To: Linda

Cc: Michael Shull <michael.a.shull@lacity.org>, Joe Salices <joe.salices@lacity.org>, Kevin Regan <kevin.regan@lacity.org>, "Beatrice.Girmala@lapd.laity.org" <Beatrice.Girmala@lapd.laity.org>, PETER ZARCONE <peter.zarcone@lapd.lacity.org>, Aram Sahakian <aram.sahakian@lacity.org>, Joseph Castro <joseph.castro@lacity.org>, TRACY FIELDS <33844@lapd.lacity.org>, Adam Miller <adam.miller@lacity.org>, Daniel Park <daniel.park@lacity.org>, "rap.commissioners@lacity.org" <rap.commissioners@lacity.org>, John Vidovich <john.vidovich@lacity.org>, Albert Torres <albert.torres@lacity.org>, Jacquelyn Lawson <jacquelyn.lawson@lacity.org>, "mayor@lacity.org" <mayor@lacity.org>, Tracy James <tracy.james@lacity.org>, Christine <[REDACTED]@icloud.com>, <[REDACTED]@mac.com>, <[REDACTED]@ghostfishing.org>, I <[REDACTED]@linkerlindsay.com>, <[REDACTED]@icloud.com>, "Michael@lamills.net" <Michael@lamills.net>, "andrew@lamills.net" <andrew@lamills.net>, "simonemelisa@hotmail.com" <simonemelisa@hotmail.com>, <[REDACTED]@gmail.com>, <[REDACTED]@gmail.com>, <[REDACTED]@aol.com>, <[REDACTED]@aol.com>, "Laura@lauradavisproductions.com" <Laura@lauradavisproductions.com>, "canditen@gmail.com" <[REDACTED]@gmail.com>, <[REDACTED]@gmail.com>, <[REDACTED]@gmail.com>, "Clark@stark.com" <Clark@stark.com>, "mannerboard36@yahoo.com" <mannerboard36@yahoo.com>, <[REDACTED]@aol.com>, <[REDACTED]@aol.com>, "skierdon@aol.com" <skierdon@aol.com>, <[REDACTED]@aol.com>, "roseware@stglobal.net" <[REDACTED]@stglobal.net>, "40816@lapd.lacity.org" <40816@lapd.lacity.org>, "40323@lapd.lacity.org" <40323@lapd.lacity.org>

This explains it all. Thx, Linda.

Sent from my iPhone

Rio

☐ direct
☐ mobile
☐ office
☐ fax

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wrote:

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Media Contacts:

Jamie

Shant



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